



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office
 Address: COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, Virginia 22313-1450
 www.uspto.gov

BIB DATA SHEET

CONFIRMATION NO. 6438

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
10/043,714	01/09/2002 RULE 1.47	725	2421	MNI020002

APPLICANTS

Isaac Bentolila, Santa Clara, CA;
 Yiming Zhou, Union City, CA;
 Isaac Labeeb Ismail, San Francisco, CA; Labeeb K. Ismail /HAN/ 3/14/11
 Richard Humpleman, Fremont, CA;

** CONTINUING DATA *****

This appln claims benefit of 60/260,745 01/09/2001

** FOREIGN APPLICATIONS *****

** IF REQUIRED, FOREIGN FILING LICENSE GRANTED **

02/15/2002

Foreign Priority claimed	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Met after Allowance /HAN/	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
35 USC 119(a-d) conditions met	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		CA	15	21 <input checked="" type="checkbox"/> 31	3

ADDRESS

Robert D. Shedd, Patent Operations
 THOMSON Licensing LLC
 P.O. Box 5312
 Princeton, NJ 08543-5312
 UNITED STATES

TITLE

SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA
 BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL
 MODEL CLUSTERS

FILING FEE RECEIVED 1264	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees
		<input type="checkbox"/> 1.16 Fees (Filing)
		<input type="checkbox"/> 1.17 Fees (Processing Ext. of time)
		<input type="checkbox"/> 1.18 Fees (Issue)
		<input type="checkbox"/> Other _____
		<input type="checkbox"/> Credit